

OFFICE OF THE CITY MANAGER NO. LTC # 372-2013

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy L. Morales City Manager

DATE:

October 11, 2013

SUBJECT: Customer Service Week

The purpose of this Letter to the Commission is to provide information on Customer Service Week.

National Customer Service Week is always the first full week of October. Started by the International Customer Service Association (ICSA) in 1988, it has become a national event as proclaimed by the US Congress. According to the ICSA, the Purpose of National Customer Service Week is "to create a positive message that lasts all year long and to provide a productive opportunity to generate an even stronger commitment to customer service excellence."

The five core goals of Customer Service Week are:

- Boost morale, motivation and teamwork.
- Reward frontline reps for the important work they do all year long.
- Raise companywide awareness of the importance of customer service.
- Thank other departments for their support.
- Remind customers of your organization's commitment to customer satisfaction

Even in government, customer service excellence maintains long-term citizen satisfaction and trust. National Customer Service Week will create an awareness year around.

As part of our Customer Service Week celebration, I, along with the new management team, held a meet and greet session at each department throughout the City. For many of our residents our front line employees are the one with whom they interact. This week was an opportunity to recognize them for their efforts and reinforce to them the importance of their work. In addition to those employees who interact with the community, I also reminded those departments whose customers are other city departments that internal customer service is just as important to the overall success of the organization.

Employee suggestions for improved customer services were requested. A number of great ideas were received and we will explore their implementation.

The week wrapped up with a pizza party on the third floor breeze way. I'd like to thank your staff for their assistance and participation.

Please feel free to contact me if you have any questions or need any additional information.